

**SHIP NEWS**  
CRAMP'S EFFICIENCY  
ASSISTS WAR CHEST

**Subdivision Organized on Business Basis Still Produces Results**

The Cramp Ship Company has several organizations that count. One of them is known as the War Chest subdivision, which collects the money the shipworkers pledge.

If there were need to show the effectiveness of organizing thoroughly, this one example would suffice. The Cramp Company put the issue up to every one of its employees and virtually all of them signed for various sums as long as the war lasts.

To accomplish this, the company organized an advisory council and appointed a captain and lieutenant in each department, with the result that they have raised in their yard \$317,000 for the War Chest. Virtually all subscribers consented to have the money taken from their pay each week, while the few others make their payments regularly at the office.

J. Harry Mull, president of the company, is chairman of the advisory council; Charles T. Taylor is assistant chairman. The other members are: William L. Howe, plant chairman; Harry E. Fara, assistant plant chairman; Clarence R. Peterson, secretary and treasurer; George H. Kochersperger, William H. Clocker, George Matlack, J. P. Ham, Harry W. Scott, William A. Dobson, G. A. Pierce, George D. Martin, John O'Ven and George Clarke.

The department heads are: I. Barnish, furnace department; G. Scott, T. Erwood, anglesmith; A. Barnes, weight; J. McAlle, bolting; T. Hall, inner; George Stute, C. Black, riveting; E. Mulholland, W. Crossman, drilling and reaming; J. Markham, P. Finley, pneumatic chipping and hand chip-caulking; H. Anderson, J. O'Neil, rigging; F. Killenberg, F. McLaugh, ship carpentering; J. Stuart, D. Pollock, lumber; A. Garrick, J. McDams, mold loft; I. Gillett, G. Pass, W. Faucett, A. Day, J. Huse, T. Stafford, shipfitting; A. Yoney, R. Sheak, material labor; E. Renner, cleaning; H. Mostiller, Harry Mull, R. Pidgeon, C. Alkous, H. Gregory, W. Goebel, hull engineering; T. Smith, J. Wall, shiphead; H. Randolph, F. Guyant, F. Randolph, B. Cramp, joiner; J. Lamb, F. Smith, cooperage; L. Wigglesworth, F. Schwab, painter; A. C. Marple, H. Jennings, erecting; F. Peterson, cementers; P. Conroy, H. Kreeckman, ventilating; J. Pidgeon, H. Melcher, storehouse; J. Schnitzel, teamsters; W. Carver, asbestos; J. Donovan, B. Paddie, watchman; J. Harrison, D. Cook, G. Schaffner, R. Patterson, machine shop; O. Beck, D. Clewell, brass finishing; E. Lavin, S. Borland, P. McDonald, Morris machine shop; H. Bright, T. O'Neill, blacksmith shop; W. Shoch, W. Bass, pattern shop; W. Finerty, J. Murray, C. Burke, boiler shop; E. Hockreider, H. Mowery, iron foundry; F. Chambers, F. Wright, brass foundry; K. Duncan, galvanizing department; H. Kurtz, R. Entriken, C. Spear, Mr. Shaw, engine drawing room; G. J. Walton, I. Wright, J. Cramp, J. Newell, G. Folk, J. Smith, T. Baldwin, J. McCall, power plant; J. W. Atlee, E. Trask, G. Levering, Mr. Peterson, H. Thiede, H. Norman, hull drawings; A. H. Thomas, G. L. Gardner, H. Briggs, J. E. Smith, T. Bauer, G. Hubbard, A. Roberts, F. Chadru, electrical; T. L. Foote, W. H. Johnston, stenographic; H. Cramp, Miss Cummings, making; J. A. Gehr, F. Bowker, purchasing; W. P. Smith, T. Dallas, sales and order; H. Randall, J. Ramase, accounting; L. East, timekeeping; E. J. Ingham, Miss M. I. Smith, dispensary; F. Rodgers, R. E. B. Sharp, hydraulic; H. Fisher, J. Morrow, executive; I. Spiegel, Smith, machine shop; H. Horneff, C. Calhoun, boilermaking; F. Fitzmire, tern shop; Samuel Bowler, blacksmith; J. Prismuth, electrical; W. Wittman, ship carpenter; W. Fisher, W. Hirner, drydocking; G. Roke, rigging; J. Holt, R. McArthur, working; J. Patterson, riveting; D. Dwyer, labor; G. Simpson, G. Hoffman, painters.

**Beside the Beautiful Glass Arcade**

here is a store of solid worth. In addition to the many hundreds of gorgeous fashions—and their number and variety is legion—go where you will, from department to department, there is everywhere expressed the indisputable Frank & Seder characteristic—giving the best that money can buy.

Let us guide you through on your initial trip. Of course you want to stop in the great Glass Arcade where you may view a wonderful panorama of Fashion's latest creations in Gowns, Coats, Suits, Wraps, Furs, etc. It is a beautiful entrance and a fitting introduction to the splendid store within.

**Opening Surprise**  
100 embroidered and beaded Georgette Crepe Waists, Regular \$5 and \$6 values. All sizes up to 46. Street Floor. **\$3.89**

**The Street Floor Is Mainly Devoted to Gloves, Hosiery, Shoes, Underwear and Blouses**

All of these departments, with the exception of the blouses, make their initial bow with the New Store and are fully equipped with the same high-grade merchandise and low-price policies that Frank & Seder have become notable in Philadelphia for.

**Opening Surprise**  
300 Jap silk and voile Waists, Venise and Val lace trimmed. All sizes. Street Floor. **\$1.19**

**A Large, Beautiful Blouse Department to Welcome You**

that is a delight to the feminine eye. Table after table of filmy creations and smartly tailored, plainer blouses. Blouses all within the reach of the average purse, for that's the aim of this blouse department.

Many new Departments have been added in the space afforded by the new, larger quarters, notably the gloves, hosiery, shoes that have their quarters on the first floor and daintiest of lingerie and underlinings. In the short time of their introduction they have established new records for themselves.

**Opening Surprise**  
200 Black and Navy Serge, Poplin and Striped and Plaid Silk \$5.00. Skirts; pleated and tailored styles. Second Floor Annex.

**C. HOWARD SMITH**, leader of the Upper A. Jones Group, is also leader of the premium department at the shipyard. He has brought there from Perth Amboy to install a premium system in the various departments and installed himself also in a splendid white uniform, which only the leader of the band can sport.

**J. CHESTON HUTCHINSON**, payroll clerk in the operating time department at the merchant yard, picked a girl in his own office and made her his wife. The bride was Miss Louise Huse. The bridegroom is now training for the army at Camp Greenleaf, Ga.

**FOR GEIGLE, TOOLROOM** boss at the merchant yard has gone off on a vacation, but did not leave his address.

**AL TRIGGS, NIGHT FOREMAN** of the boilers at the merchant yard, is talking of buying a home in Philadelphia.

**FRED McLENNAN**, of the Merchant yard, had invited all foremen at the plant to a social warming-up and spread rapidly on the "first Tuesday of this week."

**DUTCH GORDON**, of the Merchant yard, saw he saw a full house, and then looked up and saw a house full.

**CHARLIE McGOVERN**, of the Merchant yard, B. department, is back from his vacation.

**JOHN MACKS, THE BEAU BRUMMEL**, of the Merchant yard, announces his engagement to a young woman in Tulitown. Mack says he is desiring for a home in Tulitown.

**FIRE DAMAGES MANY AUTOS**  
Nearly Fifty Machines Destroyed During Blaze in Garage  
Fire early today destroyed nearly fifty automobiles and damaged many others in the Acorn Garage, Carlisle and Oxford streets.

The fire is said to have started in the shop on the third floor of the Acorn-courtyard building and spread rapidly through several barrels of oil and kerosene. The family of James Duff, consisting of three small children and his wife, were carried out of their smoke-filled adjoining garage to a nearby street. Officers of the fire department are endeavoring to contain the damage.

**FRANK & SEDER**

Market and Eleventh Streets

**Formal Opening and the Day of Roses**

Welcome to the new larger Frank & Seder Store that so many thousands of discriminating shoppers have made possible. We know our bright new quarters will add much to your comfort and pleasure in shopping and open them up to you as a part fulfillment of our constant ideal of the best kind of a Plain People's Store where every woman's dollar receives its full measure of 100% value. While we start afresh these opening days with nearly a million dollars' worth of Fashionable Fall Apparel for Women, Misses' and Children, we have carried over with us from the old store the same Frank & Seder policies of economy that were so consistently a part of the smaller store.

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F & S

*Your Presence and the Presence of Your Friends is Requested at the*

**Formal Opening and Dedication of the New**

**Frank & Seder Enlarged Store & Annex**

ELEVENTH AND MARKET STREETS

*Monday-Tuesday-Wednesday*  
**September 16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup>**

The Occasion Presents the First Exponents of Fall Fashions in Women's and Misses' Coats, Suits, Dresses and Furs and introduces the Newer Frank & Seder Millinery Salons - 3rd Floor - - -

*Inspection is invited*

**THE Women's Finer Shoe Section on the Street Floor, determined not to lag behind in the Big Opening Events, comes forth with an Opening Surprise of Women's \$7 Shoes at**

All Gray or Brown Kid, Tan Russia Calf, Black Kid; cut on long, slender lines, with wing or plain tip, military or Louis heel. Also remember that we are headquarters for Red Cross Shoes—that well-known make—handled exclusively by us in Philadelphia.

**\$4.95**

**Look on Opposite Page for announcement of the New Kind of Basement Store—the Frank & Seder Bargain Subway.** A strictly cash, no delivery, one-price-to-all Basement—an interesting Frank & Seder greater store innovation, the first store of its kind in Philadelphia.

**Introducing Fashions in the Big Coat, Suit and Dress Salons with tempting Opening Surprises**

**150 Women's & Misses' \$47.50 & \$52.50 Silvertone & Broadcloth Suits, \$39.50**

Also lovely velveteen suits in New Fall-Fashioned Modes. Linings of fancy Silks or Peau de Cygne. Collars, cuffs and trimmings of Skunk, Opossum, Seal and Nutria. Second Floor.

**150 Loveliest Autumn Frocks**  
Regularly selling at \$42.50 and \$46.50. Over 12 beautifully fashioned Styles, featuring every approved innovation in afternoon, street and dress frocks—fashioned of Charmeuse, Satin, Georgette Crepe and Jersey—Fourth Floor. **\$29.75**

**FURS**  
\$200 Hudson Seal Coats 45 inches long—large collar and deep cuffs. fancy silk lined. . . . **\$129.50**  
\$49.50 Poiret and Taupe Fox Scarfs  
Large animal of finest quality, dependable pelt. Crepe de Chine or Georgette Crepe lined. **\$35.00** Frank & Seder—First Floor

100 Crystal Bolivia, Suede Velour and Duveltyne  
Coats, regularly \$69.50 and \$75.00: Large shawl collar and cuffs of Raccoon, Hudson Seal, Australian Opossum and Genuine Skunk. **\$49.50** First Floor

75 Baffin Seal Plush, Crystal Bolivia, Yukon Plush and Duveltyne Coats. Luxurious in their material, choice and graceful in their individual lines. Values \$125 and \$145. **\$89.50** First Floor

**Tuesday A Rose Free to All Who Come**

As a token of our good will and appreciation of the splendid support Philadelphia women have given us. And our heartiest welcome will go with every bud and blossom that we take pleasure in giving you this opening day.

Broad stairways and roomy elevators will quickly take you up to the Market Street Balcony and French rooms, where quietly garbed little Quaker Maids will distribute the roses.

**The New Frank & Seder Specialized Millinery**

housed in spacious new quarters on the third floor, features many innovations. Popular priced Millinery, exclusive Millinery, Children's Millinery, and

**The New "La France" \$5.00 Hat**  
each having separate salons and each in charge of hat specialists.  
Strangers should at once get acquainted with the always beautiful showing of smart hats at phenomenally low prices. The latest mode is always caught and reflected and the price brought down to the average purse.

**Opening Surprise**  
50 Girls' Fine Plush Coats, Sizes 8 to 14 years, trimmed with fancy collars. **\$9.75** values. Fifth Floor.

**The Kiddies Have a Department All Their Own**

Bring them in and fit them out from head to foot in cunning little garments whose price tags will be a revelation of economy to delighted mothers. Fitting that small family up for Fall will be an easy matter if mothers will bring them down to Frank & Seder's big, better children's department.

**Opening Surprise**  
200 Jap Silk and Crepe de Chine envelope Chemise, finished with fine tulle and ribbon. **\$1.95** values. \$2.50 and \$3.00 values. Street Floor.

**A Reputation Built on Suits, Coats and Dresses**

You won't find their equal the city through. You can choose from hundreds of lovely Fall and Winter models that will tempt you from both a style and supreme value standpoint. Here Milady can make wide choice from the most ultra, exclusive models to practical everyday garments as may suit her purse and needs.

**Opening Surprise**  
2500 pairs Ingrain Silk Stockings—black, white and colors. Some with lisle tops. Regularly \$1.75 and \$2.00. Second Floor.

**And When Milady Buys Furs**

She wants to know that she is getting dependable pelts, and strangers to Philadelphia can be assured that the Frank & Seder reputation stands back of any piece she may choose. The new Fur Department has been housed in a beautiful all-glass Salon over the Arcade on the second floor, and is unusually attractive. While Milady is choosing her furs, she may get a splendid view on all sides of the interesting crowds on Market street.

All in all, a supreme achievement in women's specialty stores, and one worthy to be the shopping headquarters for you and all your friends.

**"Make It Your Store"**



**Announcing the New Frank & Seder Millinery Salons**

and the "La France" Hat—a Specialized \$5.00 Hat—"no more, or less." Bringing at this modest price, within every woman's reach, the newest millinery conceptions and the most advanced millinery expressions.

Popular-priced Millinery, more expensive Millinery and an individual Specialized Children's and Misses' Department are all welcome features of these New Salons.